

What is claimed is:

1. A method for generating a score for a document, wherein said document
5 is listed within a search result set in response to a search term, said method comprising the steps of:
 - a) gathering sales information associated with said document; and
 - b) generating a score for said document, wherein said score is generated
in accordance with said sales information.
- 10 2. The method of claim 1, wherein said score is applied to effect placement of said document within a listing order of said search result set.
3. The method of claim 1, further comprising the step of:
15 c) adjusting said score to account for passage of time.
4. The method of claim 1, further comprising the step of:
c) adjusting said score to account for positioning of said document within
a listing order of said search result set.
- 20 5. The method claim 1, further comprising the step of:
c) adjusting said score to account for a specific knowledge of said
document.
- 25 6. The method claim 1, further comprising the step of:
c) adjusting said score to account for a specific knowledge of said search
term.
7. The method of claim 1, further comprising the step of:
30 c) applying said score in conjunction with a text relevancy score, a paid
inclusion score, or a paid sponsorship score.
8. The method of claim 1, wherein said document is a product.

9. The method of claim 1, wherein said document is a catalog page.

10. The method of claim 9, wherein said catalog page represents a display
5 page for a product that displays a plurality of merchants who are offering said product.

11. The method of claim 10, wherein said catalog page also displays pricing information for said product by said plurality of merchants.

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12. The method of claim 1, wherein said generating step b) generates a score for said document in accordance with at least one sales type.

13. The method of claim 12, wherein said at least one sales type comprises
15 a preferred merchant sales type that represents sales made with a preferred merchant.

14. The method of claim 12, wherein said at least one sales type comprises a non-preferred merchant sales type that represents sales made with a non-
20 preferred merchant.

15. The method of claim 12, wherein said at least one sales type comprises a related search preferred merchant sales type that represents sales made with a preferred merchant from a related search.

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16. The method of claim 12, wherein said at least one sales type comprises a catalog sales type that represents sales made with a catalog page.

17. The method of claim 16, wherein said catalog page represents a display
30 page for a product that displays a plurality of merchants who are offering said product.

18. The method of claim 12, wherein said at least one sales type comprises a related search catalog sales type that represents sales made with a catalog page from a related search.
- 5 19. The method of claim 12, wherein said at least one sales type comprises a mapped catalog sales type that represents sales of a product that is associated with a catalog page.
20. The method of claim 12, wherein said at least one sales type comprises
10 a related search mapped catalog sales type that represents sales of a product that is associated with a catalog page from a related search.
21. The method of claim 7, further comprising the step of:
d) applying a usage function to said score.
- 15 22. The method of claim 12, further comprising the step of:
c) computing a configuration parameter for each of said at least one sales type, wherein said score is generated in accordance with said configuration parameter and said at least one sales type.
- 20 23. The method of claim 22, wherein said score is generated in accordance with:
- $$\text{Hotscore}_{k,p} = \Sigma(\alpha_{k,t,T(t)} C_{k,p,t})$$
- where $C_{k,p,t}$ is a number of said at least one sales type t 's occurrence for said
25 search term k on said document p , and $\alpha_{k,t,T(t)}$ is said configuration parameter.
24. A computer-readable medium having stored thereon a plurality of instructions, the plurality of instructions including instructions which, when executed by a processor, cause the processor to perform the steps comprising
30 of:
- a) gathering sales information associated with said document; and
 - b) generating a score for said document, wherein said score is generated in accordance with said sales information.

25. The computer-readable medium of claim 24, wherein said score is applied to effect placement of said document within a listing order of said search result set.

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26. The computer-readable medium of claim 24, further comprising the step of:

c) adjusting said score to account for passage of time.

10 27. The computer-readable medium of claim 24, further comprising the step of:

c) adjusting said score to account for positioning of said document within a listing order of said search result set.

15 28. The computer-readable medium claim 24, further comprising the step of:
c) adjusting said score to account for a specific knowledge of said document.

20 29. The computer-readable medium claim 24, further comprising the step of:
c) adjusting said score to account for a specific knowledge of said search term.

25 30. The computer-readable medium of claim 24, further comprising the step of:
c) applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

30 31. The computer-readable medium of claim 24, wherein said document is a product.

32. The computer-readable medium of claim 24, wherein said document is a catalog page.

33. The computer-readable medium of claim 32, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

5 34. The computer-readable medium of claim 33, wherein said catalog page also displays pricing information for said product by said plurality of merchants.

35. The computer-readable medium of claim 24, wherein said generating step b) generates a score for said document in accordance with at least one sales type.
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36. The computer-readable medium of claim 35, wherein said at least one sales type comprises a preferred merchant sales type that represents sales made with a preferred merchant.
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37. The computer-readable medium of claim 35, wherein said at least one sales type comprises a non-preferred merchant sales type that represents sales made with a non-preferred merchant.

20 38. The computer-readable medium of claim 35, wherein said at least one sales type comprises a related search preferred merchant sales type that represents sales made with a preferred merchant from a related search.

39. The computer-readable medium of claim 35, wherein said at least one sales type comprises a catalog sales type that represents sales made with a catalog page.
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40. The computer-readable medium of claim 38, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.
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41. The computer-readable medium of claim 35, wherein said at least one sales type comprises a related search catalog sales type that represents sales made with a catalog page from a related search.

5 42. The computer-readable medium of claim 35, wherein said at least one sales type comprises a mapped catalog sales type that represents sales of a product that is associated with a catalog page.

10 43. The computer-readable medium of claim 35, wherein said at least one sales type comprises a related search mapped catalog sales type that represents sales of a product that is associated with a catalog page from a related search.

15 44. The computer-readable medium of claim 30, further comprising the step of:

d) applying a usage function to said score.

45. The computer-readable medium of claim 35, further comprising the step of:

20 c) computing a configuration parameter for each of said at least one sales type, wherein said score is generated in accordance with said configuration parameter and said at least one sales type.

25 46. The computer-readable medium of claim 45, wherein said score is generated in accordance with:

$$\text{Hotscore}_{k,p} = \sum (\alpha_{k,t,T(t)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one sales type t 's occurrence for said search term k on said document p , and $\alpha_{k,t,T(t)}$ is said configuration parameter.

30 47. An apparatus for generating a score for a document, wherein said document is listed within a search result set in response to a search term, said apparatus comprising:

means for gathering sales information associated with said document;
and

means for generating a score for said document, wherein said score is
generated in accordance with said sales information.

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48. The apparatus of claim 47, wherein said score is applied to effect
placement of said document within a listing order of said search result set.

49. The apparatus of claim 47, further comprising:

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means for adjusting said score to account for passage of time.

50. The apparatus of claim 47, further comprising:

means for adjusting said score to account for positioning of said
document within a listing order of said search result set.

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51. The apparatus claim 47, further comprising:

means for adjusting said score to account for a specific knowledge of
said document.

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52. The apparatus claim 47, further comprising:

means for adjusting said score to account for a specific knowledge of
said search term.

53. The apparatus of claim 47, further comprising:

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means for applying said score in conjunction with a text relevancy score,
a paid inclusion score, or a paid sponsorship score.

54. The apparatus of claim 47, further comprising:

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means for applying a usage function to said score.

55. A method for generating a score for a document, wherein said document
is listed within a search result set in response to a search term, said method
comprising the steps of:

a) gathering click information associated with said document; and
b) generating a score for said document, wherein said score is generated in accordance with said click information.

5 56. The method of claim 55, wherein said score is applied to effect placement of said document within a listing order of said search result set.

57. The method of claim 55, further comprising the step of:
c) adjusting said score to account for passage of time.

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58. The method of claim 55, further comprising the step of:
c) adjusting said score to account for positioning of said document within a listing order of said search result set.

15 59. The method claim 55, further comprising the step of:
c) adjusting said score to account for a specific knowledge of said document.

20 60. The method claim 55, further comprising the step of:
c) adjusting said score to account for a specific knowledge of said search term.

25 61. The method of claim 55, further comprising the step of:
c) applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

62. The method of claim 55, wherein said document is a product.

63. The method of claim 55, wherein said document is a catalog page.

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64. The method of claim 63, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

65. The method of claim 64, wherein said catalog page also displays pricing information for said product by said plurality of merchants.

5 66. The method of claim 55, wherein said generating step b) generates a score for said document in accordance with at least one click type.

67. The method of claim 66, wherein said at least one click type comprises a preferred merchant click type that represents clicks made with a preferred
10 merchant.

68. The method of claim 66, wherein said at least one click type comprises a mapped catalog click type that represents clicks of a product that is associated with a catalog page.
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69. The method of claim 61, further comprising the step of:
d) applying a usage function to said score.

70. The method of claim 66, further comprising the step of:
20 c) computing a configuration parameter for each of said at least one click type, wherein said score is generated in accordance with said configuration parameter and said at least one click type.

71. The method of claim 70, wherein said score is generated in accordance with:
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$$\text{Hotscore}_{k,p} = \sum (\alpha_{k,t,T(t)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one click type t 's occurrence for said search term k on said document p , and $\alpha_{k,t,T(t)}$ is said configuration parameter.

30 72. A computer-readable medium having stored thereon a plurality of instructions, the plurality of instructions including instructions which, when executed by a processor, cause the processor to perform the steps comprising of:

a) gathering click information associated with said document; and
b) generating a score for said document, wherein said score is generated in accordance with said click information.

5 73. The computer-readable medium of claim 72, wherein said score is applied to effect placement of said document within a listing order of said search result set.

74. The computer-readable medium of claim 72, further comprising the step
10 of:
c) adjusting said score to account for passage of time.

75. The computer-readable medium of claim 72, further comprising the step
of:
15 c) adjusting said score to account for positioning of said document within a listing order of said search result set.

76. The computer-readable medium claim 72, further comprising the step of:
c) adjusting said score to account for a specific knowledge of said
20 document.

77. The computer-readable medium claim 72, further comprising the step of:
c) adjusting said score to account for a specific knowledge of said search
term.
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78. The computer-readable medium of claim 72, further comprising the step
of:
c) applying said score in conjunction with a text relevancy score, a paid
inclusion score, or a paid sponsorship score.
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79. The computer-readable medium of claim 72, wherein said document is a product.

80. The computer-readable medium of claim 72, wherein said document is a catalog page.

5 81. The computer-readable medium of claim 80, wherein said catalog page represents a display page for a product that displays a plurality of merchants who are offering said product.

82. The computer-readable medium of claim 81, wherein said catalog page also displays pricing information for said product by said plurality of merchants.
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83. The computer-readable medium of claim 72, wherein said generating step b) generates a score for said document in accordance with at least one click type.

15 84. The computer-readable medium of claim 83, wherein said at least one click type comprises a preferred merchant click type that represents clicks made with a preferred merchant.

85. The computer-readable medium of claim 83, wherein said at least one
20 click type comprises a mapped catalog click type that represents clicks of a product that is associated with a catalog page.

86. The computer-readable medium of claim 78, further comprising the step
of:
25 d) applying a usage function to said score.

87. The computer-readable medium of claim 83, further comprising the step
of:
c) computing a configuration parameter for each of said at least one click
30 type, wherein said score is generated in accordance with said configuration parameter and said at least one click type.

88. The computer-readable medium of claim 87, wherein said score is generated in accordance with:

$$\text{Hotscore}_{k,p} = \sum (\alpha_{k,t,T(t)} C_{k,p,t})$$

where $C_{k,p,t}$ is a number of said at least one click type t 's occurrence for said
5 search term k on said document p , and $\alpha_{k,t,T(t)}$ is said configuration parameter.

89. An apparatus for generating a score for a document, wherein said document is listed within a search result set in response to a search term, said apparatus comprising:

10 means for gathering click information associated with said document;
and

means for generating a score for said document, wherein said score is generated in accordance with said click information.

15 90. The apparatus of claim 89, wherein said score is applied to effect placement of said document within a listing order of said search result set.

91. The apparatus of claim 89, further comprising:
means for adjusting said score to account for passage of time.

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92. The apparatus of claim 89, further comprising:
means for adjusting said score to account for positioning of said document within a listing order of said search result set.

25 93. The apparatus claim 89, further comprising:
means for adjusting said score to account for a specific knowledge of said document.

94. The apparatus claim 89, further comprising:
30 means for adjusting said score to account for a specific knowledge of said search term.

95. The apparatus of claim 89, further comprising:

means for applying said score in conjunction with a text relevancy score, a paid inclusion score, or a paid sponsorship score.

96. The apparatus of claim 89, further comprising:
5 means for applying a usage function to said score.

97. The method of claim 1, wherein a configuration for generating said score is selectable.

- 10 98. The method of claim 55, wherein a configuration for generating said score is selectable.